

**COMMUNITY APPEARANCE BOARD
CITY COMMISSION CONFERENCE ROOM – 8TH FLOOR CITY HALL
100 NORTH ANDREWS AVENUE
FORT LAUDERDALE, FLORIDA
WEDNESDAY, MAY 13, 2009 – 5:30 P.M.**

<u>BOARD MEMBERS</u>	<u>ATTENDANCE</u>	<u>CUMULATIVE</u>	
		<u>1/09-12/09</u>	
		<u>Present</u>	<u>Absent</u>
Ayisha Gordon	P	5	0
Franci Bindler	P	5	0
Greg Stuart, Vice Chair	P	4	1
Jason Johnson	P	4	1
John Castelli, Chair	P	5	0
Marilyn Mammano	P	5	0
Pearl Maloney	A	1	4
Ron Fairchild	A	2	3
Ryan Paton	P	5	0
Pieter Coetzee	P	5	0
Randall Vitale	A	4	1
Shon Cash	P	3	2
Shelley Walker	P	4	0
Rick Murphy	P	3	1
Barbara A. Van Voast	P	3	0
Robert McNair	A	0	1

As of this date, there were 16 appointed members to the Board, which means 9 would constitute a quorum.

Staff

Linda Gee, Staff Liaison, Public Works Department
Monique Damiano, Public Information Department
Jamie Opperee, Recording Secretary, Prototype, Inc.
Jennifer Picinich, Recording Secretary, Prototype, Inc.

Communications to City Commission

None at this time.

Call to Order

- **Roll Call**

Chair Castelli called the meeting to order at 5:33 p.m. Roll was called and a quorum was present.

Chair Castelli thanked Ms. Gee and former Board Liaison Monique Damiano for their assistance to the Board with the 2009 Annual Event.

Ms. Gordon informed the Board that Ms. Maloney had asked her to pass on the information that she could not attend today's meeting. Vice Chair Stuart advised that Mr. Vitale had conveyed the same information to him, and could not attend.

Chair Castelli related the City's policy regarding Board memberships, pointing out that if three consecutive meetings, or four meetings over the course of the appointment year, are missed, an individual's membership is dropped from the Board. The Chair is allowed input on the decision regarding whether to separate an individual from the Board. Chair Castelli stated that when absences reach this point, those members are informed of the policy by mail.

Chair Castelli ceded the floor briefly to Mr. Coetzee. He explained that he had advised Mr. Coetzee that he was the winner of two awards, and Mr. Coetzee wished to address the Board. Mr. Coetzee felt that he should not have voted, and wished for the Board to withdraw his voting sheet for the major awards, and recalculate the outcome of the votes if necessary.

Motion made by Mr. Coetzee, seconded by Ms. Mammano, to withdraw his voting sheet from the final tally. In a voice vote, the **motion** carried unanimously.

- **Welcome New Member, and Introduction**

Chair Castelli noted that new member Robert McNair has just been appointed to the Board, although he was not present at tonight's meeting.

- **Approval of Minutes from April 8, 2009 Meeting**

Motion made by Mr. Murphy, seconded by Vice Chair Stuart, to approve the minutes of the April 8, 2009 meeting. In a voice vote, the **motion** carried unanimously.

The following Items were taken out of order on the Agenda.

Treasurer's Report

Ms. Mammano advised that the \$4000 the City contributes to the Board's budget has been forwarded into their operating account, and is now available for use, along with all raised money and any funds remaining from the previous year. She

did not have an exact accounting of the dollar amount at this time, as expenses, such as invitations, are in process.

Ms. Gee explained that many of the Board's expenses have not "hit" the budget yet; along with the funds the Board has raised toward the Annual Event, the \$4000 has been moved to the operating account for ready availability. After all expenses are determined, the Board may go before the City Commission if necessary and request additional funds; however, she cautioned against moving all Board funds into the operating budget, as this takes the risk that it could become "lost" at the end of the year. She felt the \$4000 would take the Board "quite a ways."

Chair Castelli recalled that at the last meeting, funds were approximately \$7000-\$8000. So far, the invitations have been ordered, which cost roughly \$350. The Board has also committed to hiring a caterer for \$2183, based on an estimate of 100 attendees at the event, but no funds have gone out for this expense yet.

Ms. Gee reminded the Board that the invitations requested RSVPs from their recipients. She added that due to the "maximum capacity" of the City Commission Chambers, in addition to the fact that this facility is not open to the public, the event was not publicized on the City's website

Chair Castelli concluded that the Board is financially able to stage the event, pay for the bronze plaques, and discuss additions that might be suggested.

Secretary's Report

Mr. Paton reported that he had received "a couple calls" in the past month, and Ms. Gee confirmed that invitations were sent out on Monday, May 11. Letters were sent the previous week to WOW Award winners and to anyone who submitted an application. She thanked Ms. Bindler and Ms. Van Voast for assisting in stuffing envelopes so the invitations could be sent out on time.

Ms. Damiano confirmed that 558 invitations were sent out.

Mr. Paton added that District 3 had sent in a WOW Award nomination; as a District 3 property had already been selected, this nomination would be saved for that area's next turn to be given the award.

WOW Awards

- **Vote on June WOW Nomination**

Ms. Gordon confirmed that she and Mr. Paton will present the June 2009 WOW Award, and distributed photographs of the nominated property, from District 3.

Mr. Paton explained that the owner has done a good deal of work on her property, which "makes the neighborhood look better." He added that the owner grows her own fruits and vegetables in the rich soil around the house, and hopes to use the WOW Award to urge others in the community to "go green."

The Board voted unanimously in favor of accepting the property as the June 2009 WOW Award winner.

- **July Deadline is June 10**

Chair Castelli noted that the July WOW Award was to be selected by Mr. Paton and a previous Board member who no longer serves. Ms. Walker volunteered to assist Mr. Ryan in this responsibility.

Ms. Gee reminded the Board members to use the WOW Nomination Form when submitting a nominated property to the Liaison's office, so all the necessary information is passed along. This helps provide consistency in the information that is presented to the City Commission each month, she explained, which is of particular importance considering there is a new City Commission. There is also a waiver that notes the property owner is aware his or her pictures will be posted on the City's website.

WOW of the Year

- **Presentation of Past Year's Winners**

Ms. Damiano announced she had put together a PowerPoint presentation of the past 12 months of WOW Award winners. It will display the month in which the property was selected for the award, as well as the address, but not the owners' name(s).

She added that in the past, the WOW of the Year Award has been selected from a calendar year (January through December); however, this year's award is set up to be selected from among the winners of May 2008 through April 2009, which is the order in which the photos were presented.

Chair Castelli stated the Board would vote for the WOW of the Year Award at this time. Ms. Gee distributed voting sheets for this purpose, and votes were returned.

Liaison's Report

- **Notebook Updates**

Ms. Gee provided the Board with handouts for their notebooks.

- **NEW – Communications to City Commission**

Ms. Gee explained that whenever a presentation is done at a meeting, such as today's PowerPoint presentation, it will be printed out and attached as part of that meeting's minutes. She advised that anyone who missed a meeting could now view presentations by referring to the minutes online.

The City Commission has also requested that there be a section at the beginning of the minutes, "Communications to City Commission," which gives each Board the opportunity to call the City Commission's attention to any information the Board would like them to see "up front." This section can contain notes, questions, reminders, motions, and other information specified by the Board, she explained. It will be a highlighted section on the front page of the minutes.

Chairperson's Report

- **Annual Event Update Discussion**

Chair Castelli stated that he had met with the caterer and facilities manager in the City Commission Chambers, where the Annual Event will be held, and determined where tables and chairs would be placed, as well as the interior decorations. Ms. Damiano plans to order several small decorative trees to be placed in front of the dais and behind the screen, spanning the entire chamber. Chair Castelli also intends to ask a florist to donate some arrangements as a means of sponsorship, and hopes that balloons and other decorations will be possible as well. Tablecloths will be white, blue, and possibly silver as well.

He continued that Ms. Mammano had proposed setting up a tent, roughly 10 ft. by 20-25 ft., on the "overhang" at the back of the Chambers in case of rain. Ms. Mammano stated that they are currently waiting for a caterer to provide cost estimates for this feature. Chair Castelli added that the cost of a tent must be below \$1000, and the tent must be a separate contract from the caterer. Ms. Damiano added that, depending upon the size, they must also ensure no permit is required.

Ms. Gordon suggested that a tent might be a good idea for reasons not related to the possibility of rain – for example, it may still be very hot outside at that hour, and a tent would provide some relief. Chair Castelli proposed that the lobby would also be accessible for the event in the case of rain, and its size would allow attendees to mingle.

He continued that the sign-in table will be located in the lobby, before attendees descend the stairs into the Chambers. Ms. Bindler and Ms. Walker volunteered to oversee the sign-in table.

Ms. Bindler asked if there will be name badges for attending dignitaries, such as the City Commissioners. Ms. Damiano stated that she had kept these from last year's event. Guests may handwrite their nametags. She also noted that the RSVP sheet would need to be checked against the actual attendance.

Chair Castelli requested that some Board members arrive at the Chambers by 5:00 p.m. to help set up the room. Several members volunteered their assistance.

Motion made by Ms. Mammano, seconded by Vice Chair Stuart, to authorize Chair Castelli to spend up to \$500 on flower arrangements and balloons to decorate the Chambers for the event. In a voice vote, the **motion** carried unanimously.

It was clarified that there should be enough flower arrangements for each dining table, as well as one for the front desk.

Ms. Mammano also felt there should be music at the event while attendees are "circulating, drinking, and eating." It was suggested that music might be played through a laptop; Ms. Damiano proposed hiring a quartet to play music, perhaps from a local school or church. Chair Castelli advised that while this was a good idea, however, the Annual Event is two weeks away, which would limit the time frame in which a performer or performers could arrange a program of music.

He added that, as space is limited and may not be able to accommodate one or more musicians and their equipment, recorded music might be the better option, as it could be played both inside the Chambers and outside through speakers. He volunteered to bring a CD for this purpose; Vice Chair Stuart also stated he could put a playlist together on an iPod shuffle, if a connection is provided.

Chair Castelli pointed out that once attendees have signed in and entered the Chambers, members of the Board should be present to welcome them, wearing nametags. Ms. Damiano agreed to arrange for plastic nametags for Board members.

Ms. Gee stated that the caterer will be Lennox Culinary, which is on the City's list of approved caterers for events. She distributed copies of the menu selections available for the Event.

Chair Castelli reminded the Board that the caterer is a "contracted bid," pointing out that changing such a bid would be a difficult process. Ms. Gee noted that the

caterer had stated she might be able to make "minor changes," although any changes must be within the same price range to prevent affecting the cost of the bid. Ms. Walker suggested substituting sparkling water for bottled water or a soda on the menu.

Ms. Gee pointed out that this is not a "sit-down dinner," and that trays with appetizers will be circulated from 6:30-7:30 p.m. She noted that the price is based upon 100 attendees, and may go up if more than 100 persons attend. Plasticware and tableware are covered by the quoted cost as well.

Ms. Van Voast suggested a "champagne fountain" with sparkling water, or sparkling punch, rather than an alcoholic beverage. The Board voted unanimously in favor of this idea. Ms. Gee noted that this feature could raise the value of the contract, but stated she would look into how this would affect cost.

Chair Castelli continued that the palm trees will be provided by the City Nursery, and will arrive in black buckets with holes; to make them more attractive, he felt the buckets should be wrapped in decorative paper and/or ribbon. Ms. Damiano added that plastic tablecloths or raffia would also be suitable for this purpose, but volunteers would still be needed to wrap or cover the buckets. Mr. Coetzee volunteered to wrap the buckets, and Ms. Van Voast offered to purchase the materials for wrapping. Ms. Damiano stated that the Parks & Recreation Department would deliver the palm trees either the night before or the morning of the Event.

Chair Castelli added that the projector and laptop for the PowerPoint presentation would be located in the front of the Chambers and would project onto a screen.

- **Events Program: Overall Presentation Order**

Ms. Damiano pointed out that the WOW of the Year Award was being returned to this year's Annual Event, and Ms. Mammano would be making a presentation to the Council of Fort Lauderdale Civic Associations. This would make for "a lot of sitting," she advised, and suggested that Chair Castelli welcome the attendees, followed by opening remarks by the Mayor or a designee, and the introduction of the keynote speaker. The keynote speaker would then make his presentation, followed by the WOW of the Year Award; after that, a short intermission would allow attendees to stretch their legs and mingle briefly. Upon resuming the Event, Ms. Mammano would make her presentation, and the awards presentation would follow, ending with Property of the Year and closing remarks.

It was confirmed that Winter & Co., the City's consultant for the Neighborhood Criteria Revisions Project, would be this year's keynote speaker. The total

program length has yet to be determined, as all the slides have not yet been placed together for a rehearsal.

- **Events Program: Award Presentation Order**

Ms. Damiano explained that this year, all renovation awards would be given in one section of the program, followed by landscape, new construction, and institutional/retail/special projects, leading up to Property of the Year.

She added that one property, "Middle River Manor," was listed as both a landscape nominee and a "+3000 sq. ft." nominee. She placed it in the latter category, as it seemed a "better fit" there. The Board agreed with her judgment on this issue.

Ms. Damiano stated that the Public Information Department, and she herself, work on several publications for the City. As the new City Commission has asked that most Departments "scale back," the current direction for publications is to provide one- and two-color small, non-elaborate print jobs. The program already falls into the two-color criteria; however, she pointed out that the Board is looking at approximately \$650 to print 150 copies of a six-page program.

She suggested scaling down the program as follows: providing the order of events, and combining the page describing the Board's activities and the WOW Award winners on a poster for \$36, which can be displayed at the Annual Event.

The paper for this year's Event program is recycled, with a "green" (environmental) look and in shades of brown and green. The artwork was completed for the program before a color scheme was selected for the Event, she noted.

Ms. Damiano asked if the Board would prefer to spend \$650 and retain programs such as last year's, with several pages, or if they wished instead to "scale...back."

Vice Chair Stuart asked how sponsors would receive the space committed to them if the program was scaled back. Ms. Damiano proposed making signboards with their logos rather than with text, or placing them on the back of the program.

Chair Castelli noted that the Huizenga Foundation is the Annual Event's biggest sponsor; they had also stated that they did not care to receive special recognition. He plans to find out if this group objected to recognition entirely, or if they had no preference.

Chair Castelli pointed out that the program recognizes the Board, City Commission, and Mayor, as well as the sponsors, awards, and nominees, so

scaling back to too great an extent might not be the best decision. He stated that he liked the type of program featured at last year's Event.

Ms. Gordon asked if a scaled-back program meant that sponsor logos did not make it into the final product. Ms. Damiano felt "it depends," and pointed out that should these be scaled down, the logos could appear on posters instead. She affirmed that she was only offering options to the Board rather than attempting to make the decision for them.

Motion made by Ms. Mammano, seconded by Ms. Gordon, to opt for a traditional program, preferably in a blue-and-white color scheme. In a voice vote, the **motion** carried unanimously.

Ms. Damiano noted she would find out if this color scheme is possible, and reminded the Board that all projects in her division are being scaled back. She added that the City's graphic designer would "keep [the cover] simple."

Ms. Gee stated that while Home Depot is a sponsor of the WOW Award, there is not an address to which their invitation can be sent. It was agreed that an email would be sent to Board member who secured the sponsor, requesting that they pick up their invitations.

Ms. Damiano explained that the person who secured Home Depot as a sponsor must make a corporate contact to ensure the Board is approved to reproduce their logo on the WOW Award signs. Ms. Gee stated she would mention this in her email as well.

Ms. Gee continued that Ms. Van Voast is keeping track of the RSVP hotline for the Board. Mr. Paton offered to split these duties with Ms. Van Voast. Ms. Gee added that she will set up a spreadsheet on which to keep track of the information and will email it to the volunteers. She added that the hotline does not require a returned call unless there are special needs involved, such as ADA considerations.

Ms. Damiano explained that if a caller has a "general question" regarding the Event, it should be addressed by a Board member; if they need assistance or accommodations, she would need their contact information herself in order to make arrangements.

Ms. Gee continued that should the Annual Event run long, any overtime that is owed the security guard at the front desk must be paid by the Board.

She asked Ms. Mammano if she could provide "a better understanding" of the award that will be presented to the Fort Lauderdale Council of Civic Associations. Ms. Mammano explained that this is a "special award," which will go to the

organization in recognition of its volunteer efforts in keeping up the City's appearance. As the Council does not have an office in which it could hang a plaque presented by the City, Ms. Mammano proposed that the Board have a plaque created for the Council that the City could display in its downstairs lobby for one year.

Ms. Gee stated she needed to look into the City's rules regarding what can and cannot be placed in the lobby. She proposed that it might be more appropriate to place the Council's plaque on the 8th Floor, or perhaps at the bottom of a tree planted in front of City Hall. Ms. Mammano felt the 8th Floor was a more appropriate setting, and agreed to order the plaque. Ms. Gee stated she would request approval to display the plaque on the 8th Floor.

Ms. Damiano noted that while a press release is not typically done for the Event, she will send out a "media alert" to reporters, letting them know that the Event is happening and informing them of its time, place, and other pertinent details.

Chair Castelli concluded that all members with special assignments should plan to finish these by the time of the Event, and that anyone who volunteered to arrive early to prepare for the Event do so as promised.

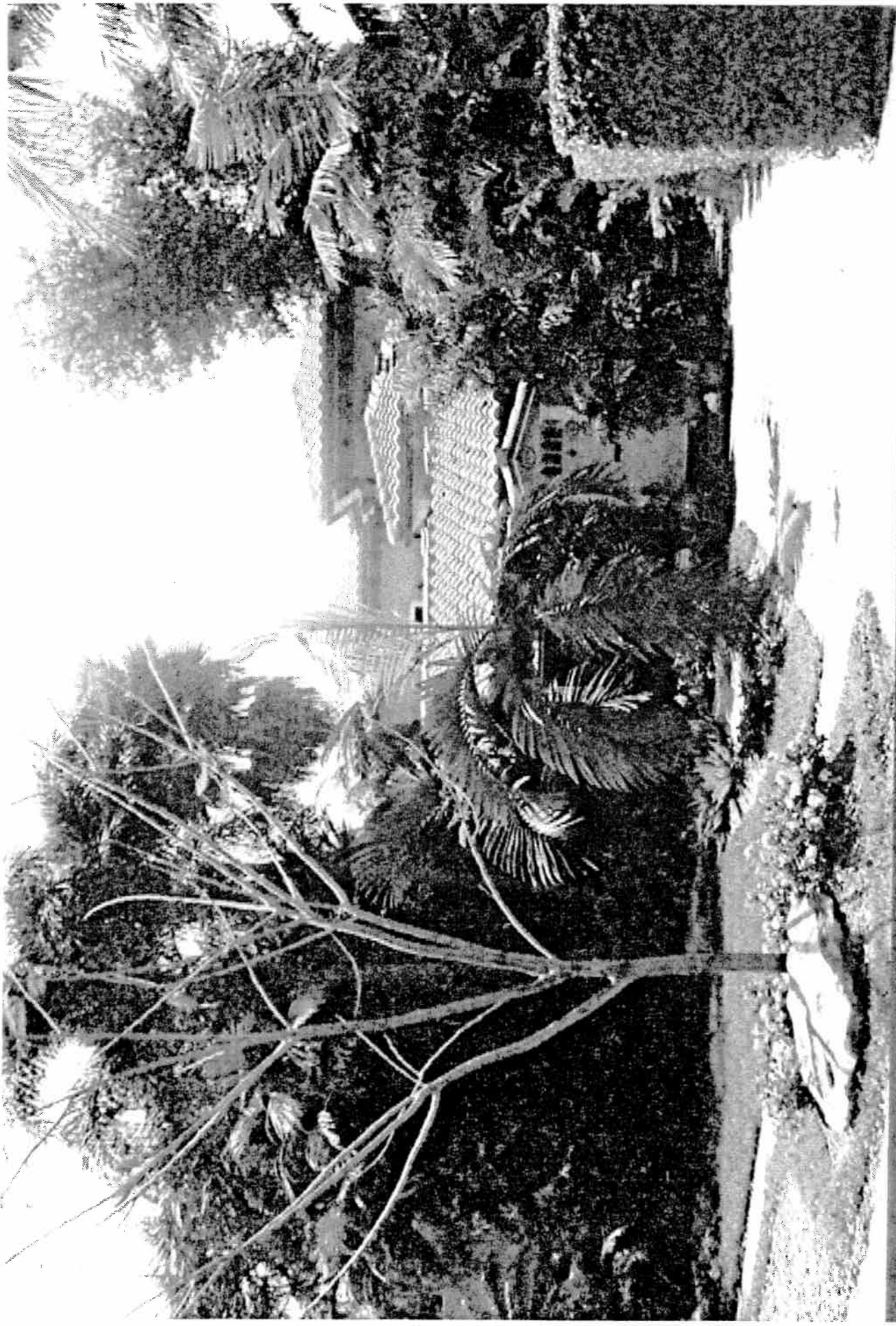
Other Matters of Interest or Concern

Chair Castelli reminded the Board that officers will be elected at the June 2009 meeting, and asked that they begin thinking about this decision in advance.

It was noted that no photographer has been lined up for the Annual Event; Mr. Johnson noted that he could arrange for a volunteer photographer to attend.

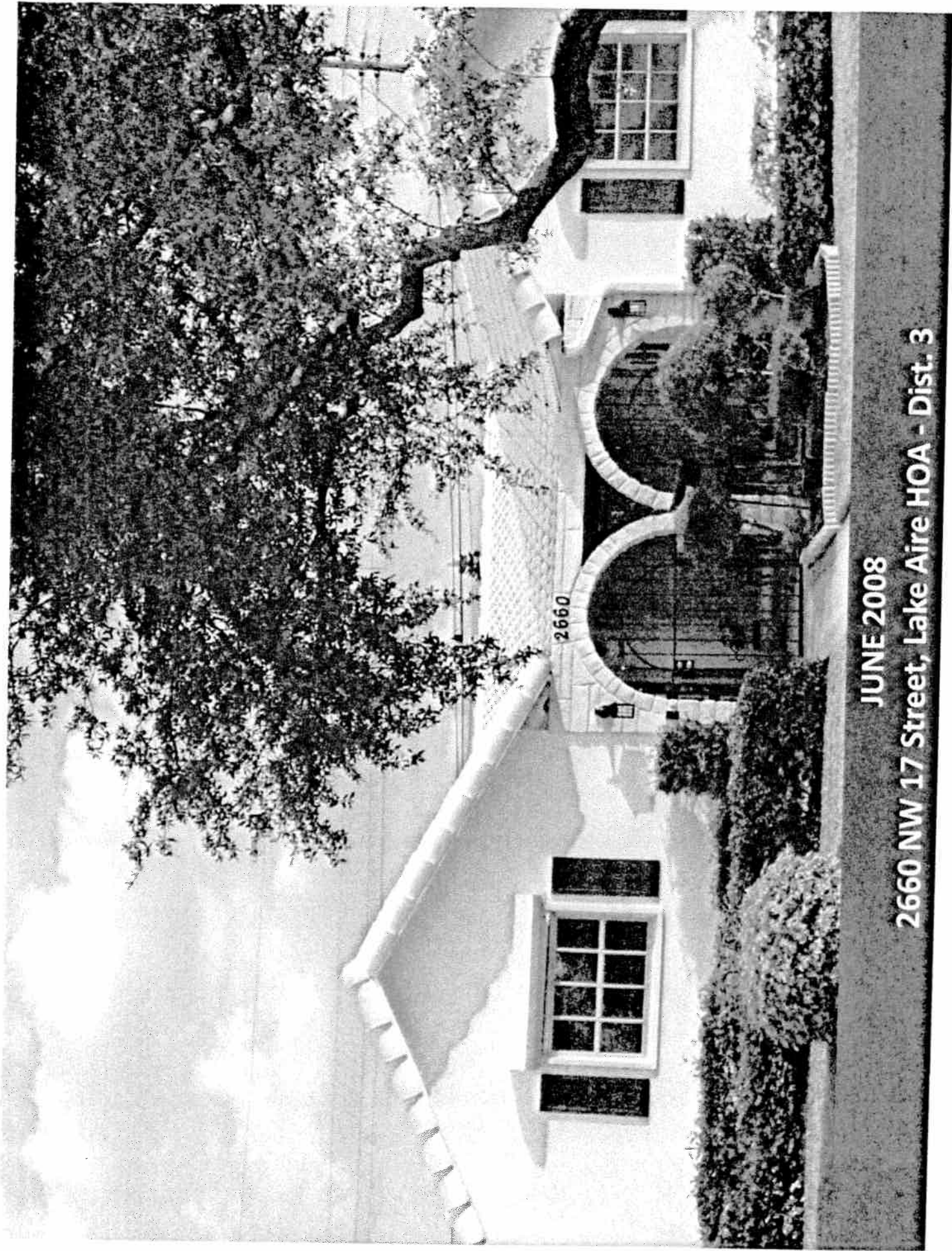
Chair Castelli stated that he, Ms. Mammano, Ms. Gee, and Ms. Damiano have put a great deal of work into preparations for the Event over the past month, and recognized them for all their hard work.

There being no further business to come before the Board at this time, the meeting was adjourned at 6:54 p.m.



MAY 2008

123 NE 7th Avenue, Victoria Park Neighborhood Association - Dist. 2



JUNE 2008
2660 NW 17 Street, Lake Aire HOA - Dist. 3



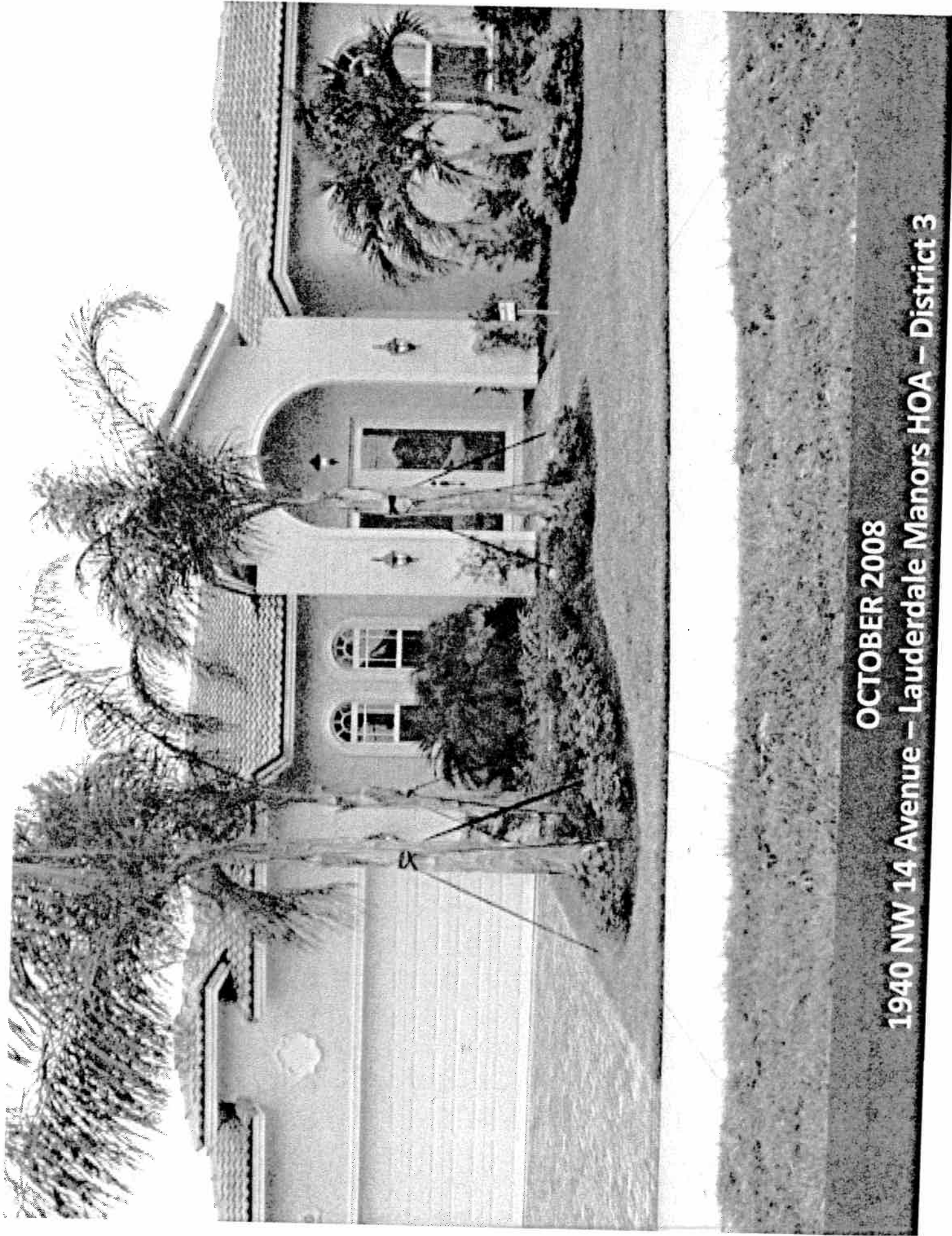
JULY 2008

1325 Mandarin Isle – River Oaks Civic Association – District 4

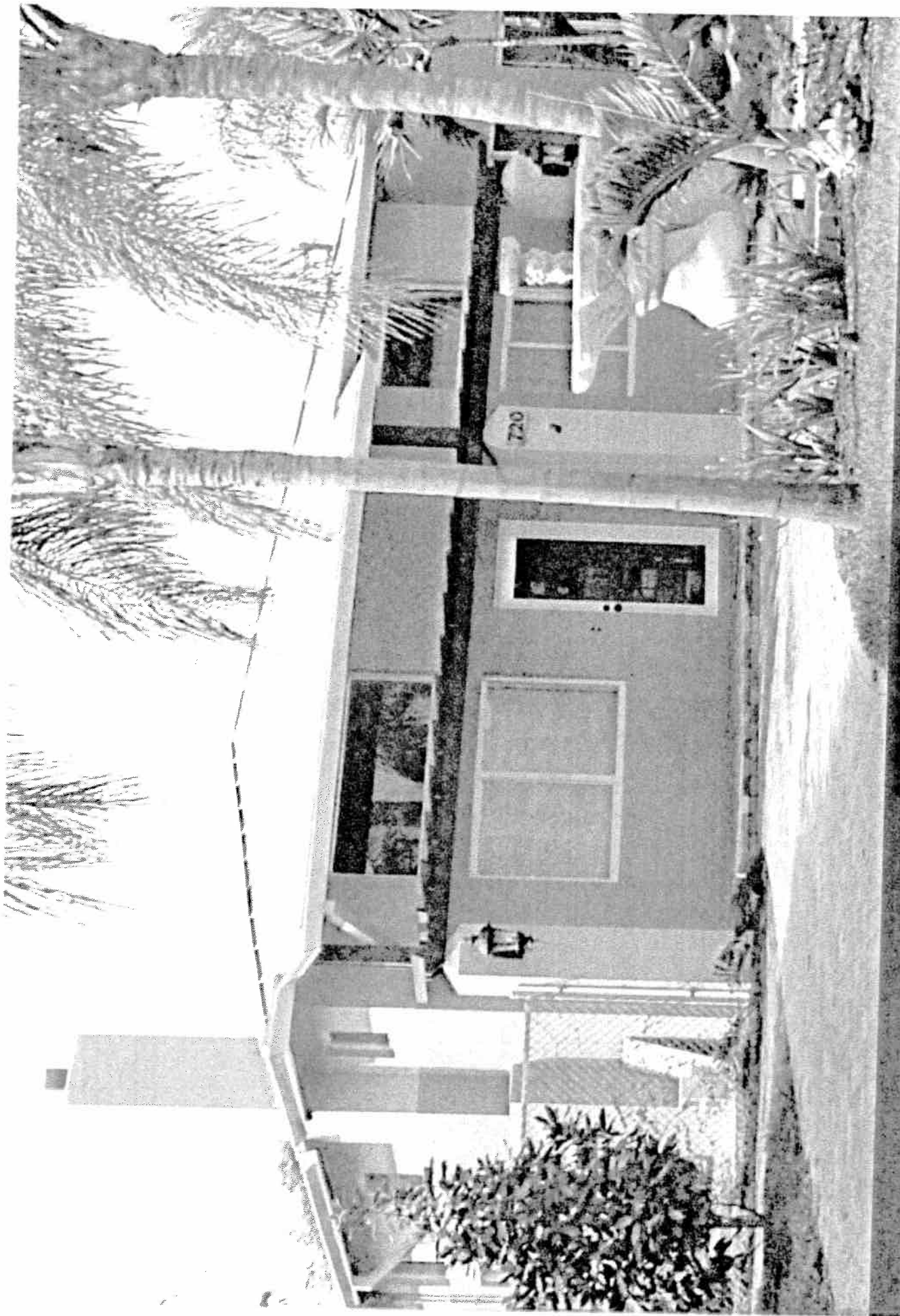


AUGUST 2008

5721 NE 21 Road – Imperial Point Association – District 1



OCTOBER 2008
1940 NW 14 Avenue – Lauderdale Manors HOA – District 3



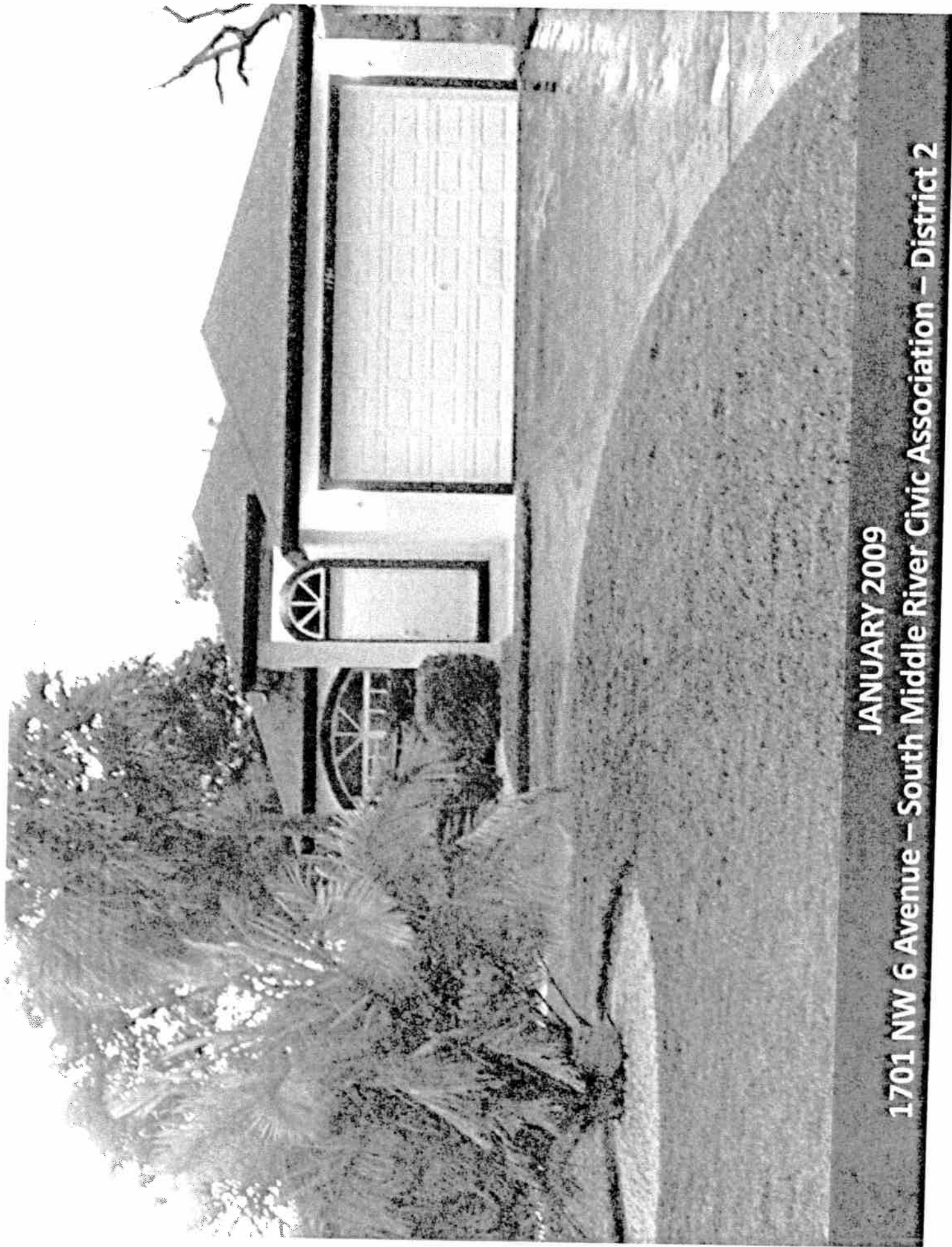
NOVEMBER 2008

720 SW 18 Court – Croissant Park Civic Association – District 4



DECEMBER 2008

4310 NE 28 Avenue – Coral Ridge Country Club Estates – District 1



JANUARY 2009

1701 NW 6 Avenue – South Middle River Civic Association – District 2

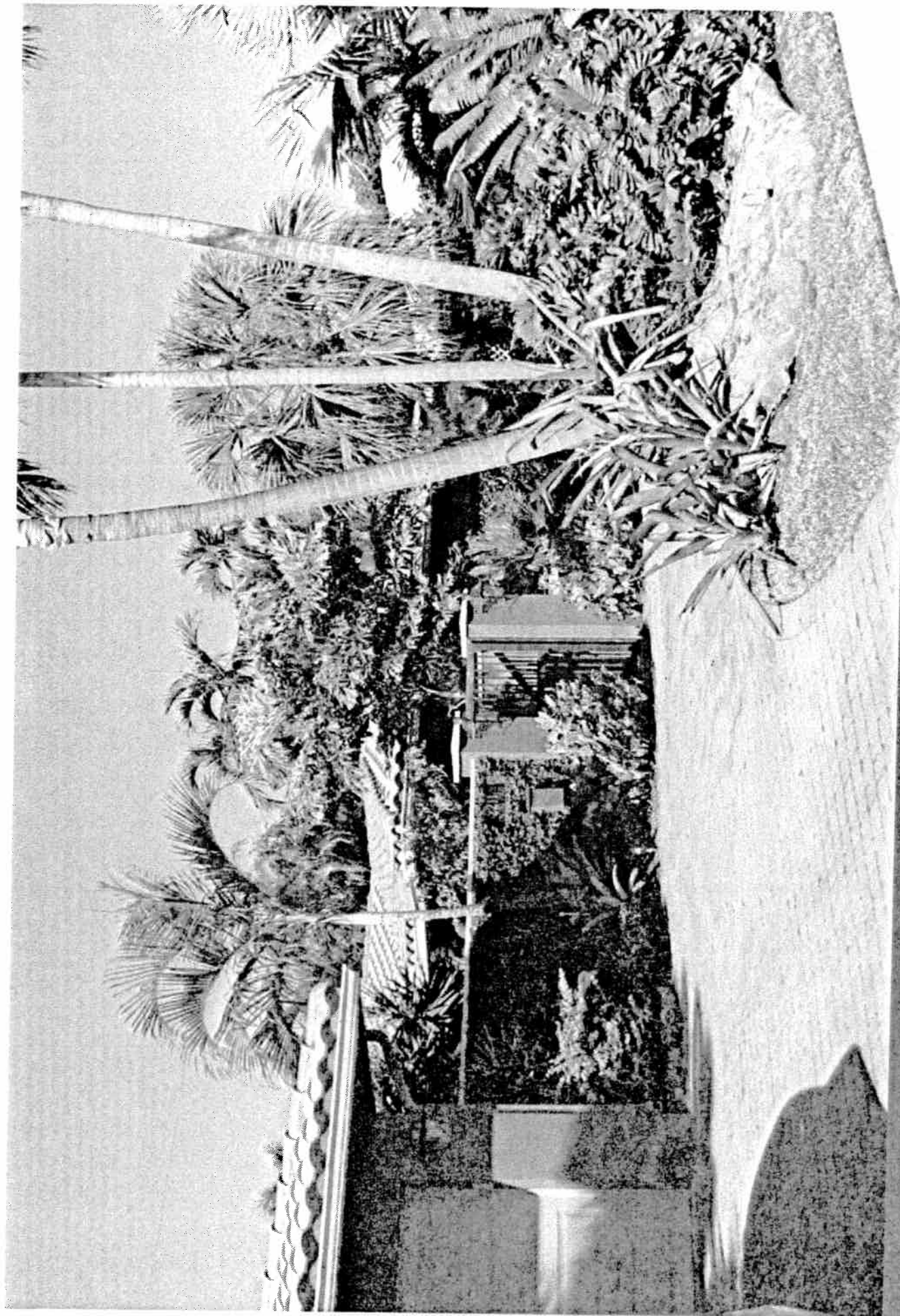


FEBRUARY 2009

1720 NW 26 Terrace – Lake Aire Palm View HOA – District 3



MARCH 2009
917 SE 14 Street – Harbordale Civic Association – District 4



APRIL 2009

2211 Imperial Point Drive – Imperial Point Association – District 1